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Abbreviations

2041002371

Sales Force Abbreviations

VPRS	Vice President Region Sales
TMD	Trade Marketing Director
NAM	National Accounts Manager
SSD	Section Sales Director
TMP	Trade Marketing Promotion Manager
TMM	Trade Marketing Manager
SOM	Section Operations Manager
DM	District Manager
DAM	District Account Manager
SAM	Section Account Manager
UM	Unit Manager
RMM	Retail Merchandising Manager
SR	Sales Representative

2041002372

Communications

2041002373

**Program Elements
Memo**

2041002374


Program Elements Memo

Procedure

- Written by the Program Administrator.
- Approved by:
 - Manager
 - Group Manager
 - Brand
- Routed to the Field Sales Force (FSF) by Frank Alfieri (Trade Marketing - 11th Floor).
 - Frank will provide input on appropriate distribution.
 - Transmittals are done Mondays at 10:00 AM and Thursdays at 3:00 PM in batch format.
 - Documents to be included in next transmittal are due to Frank not later than close of business each Wednesday and Friday.

2041002375

TO: Distribution

FROM: Karen Howe 

SUBJECT: Marlboro Racing '93

DATE: February 11, 1993

The start of the 1993 Indy Car season will soon be upon us. We begin this year with high hopes for a successful season. Driving the Marlboro Racing Team Penske cars during the '93 season will be the veteran Emerson Fittipaldi and the newcomer Paul Tracy. In addition to the drivers, the recently retired Rick Mears will be on board to act as a technical consultant and coach.

As part of our plan for '93, we have worked to improve the in-market promotional elements to give you the tools to allow Marlboro the highest visibility. We have developed a new state of the art Bar Night promotion, and will utilize the Van Program in all race markets to replace the store sale program conducted last year.

As in '92, the in-market promotional elements will all be coordinated by outside agencies. Our coordination with the local Sales Force will remain essential to our overall success in each market. The following is a breakdown of the outside agencies and their specific areas of responsibility:

Responsibility
Pack Sales Trailers/Materials Inventory
Product Sampling or Couponing
Bar Nights
Show Car Display
Merchandising in-market

Vendor
Phoenix Marketing
Phoenix Marketing
Off Track Management
Off Track Management
Motorsports International

We will continue to require the assistance of the local Sales Force in planning for the race in each market. The following are the specifics of all the in-market activities and where your help will be required:

1) Retail POS

The local Sales Force in each market will receive a supply of Marlboro Racing posters to be displayed in key accounts. The posters showcase Marlboro's involvement with Indy Car Racing and provide specific race information. The specific quantity of posters and banners being shipped to each market will be outlined in the individual elements memos. **Please begin placing the retail materials 2-4 weeks prior to the race in your market.**

2) Show car

We will have the Marlboro Indy show car for display in each race market. The show car should be scheduled to appear at high volume retail outlets. Each market will be allotted a set number of days to display the show car.

The specific number of days and length of time the car appears at any given retail account is up to the Sales Force to schedule.

example: Mass Merchandiser may have the car scheduled for one or more days to coincide with an in store retail promotion.

In order to allow this program to leverage our business, the retailer must be required to run a Marlboro price off special during the time the showcar is displayed.

We have developed an ROP ad to be utilized by the retailers to promote the showcar and any retail promotions. This piece will be sent to each in-market contact person for distribution to the retail accounts. All advertising costs will be the responsibility of the retail account.

3) Van Program

We will utilize the new retail Van Program during the '93 race season in conjunction with store sales. Marlboro racing merchandise will be distributed in all race markets. All materials will be shipped to the local van coordinators warehouse.

Please schedule five days of store sales in your market two weeks prior to the Indy car race. Marlboro racing will supply 200 items per day to support the store sales. The breakdown of incentive items will be detailed in the individual elements memos.

4) Bar Nights

We have developed a new virtual reality video game promotion which will be the highlight of each Bar Night. The game allow each participant to experience the thrill of racing while competing against their friends. Prizes will be offered to the top ten drivers at the conclusion of each Bar Night.

The Bar Nights will be scheduled and executed by Off Track Management.

We would like to invite the sales force to join in the fun. You may wish to organize a party for your retail accounts on Thursday night prior to the race. We will work with each market locally to help coordinate such events. The location of each Bar Night will be communicated as soon as the sites are confirmed.

5) Pack Sales Trailers

We will continue to utilize the Pack Sales trailers in each race market. Consumers will be rewarded with Marlboro racing merchandise with a predetermined pack or carton purchase.

To improve the program this year we have made several changes:

- Updated creative on many of the incentive items.
- Offering higher quality incentive items with a product plus cash purchase requirement.
- Offering a weekend special at the trailers "Buy one carton-Get five packs free".

The operation of the Pack Sales trailers will be handled by Phoenix Marketing.

6) Merchandising In-Market

The majority of all signage materials will be placed in-market by Motorsports International beginning one week prior to the race date. The signage will consist of welcome race fans banners, and banner rope.

A quantity of welcome race fans banners will be shipped to each local Sales Force contact for display at key retail accounts.

2041002377

7) Customer Hospitality

We will continue to entertain key customers at all the Marlboro sponsored races listed below:

Date	Race
April 3-4	Phoenix, AZ
April 16-18	Long Beach, CA
May 14-30	Indianapolis, IN
June 4-6	Milwaukee, WI
June 11-13	Detroit, MI
July 10-11	Cleveland, OH
July 31-Aug. 1	Brooklyn, MI
Aug. 6-8	Loudon, NH
Sept. 18-19	Nazareth, PA
Oct. 1-3	Laguna Seca, CA

A supply of Marlboro hospitality materials will be sent to the local warehouse. **Sample 20's will be provided.**

A more detailed memo will follow to each market outlining the number of race tickets, parking passes, garage tour information, and materials.

In markets where we are not an associate sponsor (Portland, OR; Elkhart Lake, WI; Lexington, OH) there is still an opportunity to develop local customer hospitality. Race tickets can be secured and hospitality offered at the Marlboro media trailer. Garage tours, a driver autograph session and VIP gifts can also be arranged. If there is any interest in putting this together, please contact Karen Howe. All associated costs will be the responsibility of the local Sales Force.

8) Pole Award

We are replacing the Marlboro Challenge with the Marlboro Pole award in '93. The pole winner of every race will receive a check from Marlboro racing for qualifying in the #1 position. If the pole winner of the race also wins the race, the driver will receive an additional bonus. Bonus dollars will be cumulative throughout the year.

We would like a key customer or high ranking official to present the Pole Award check on Saturday, immediately following qualifying. We will have another presentation on Sunday preceding the race to present the pole winner with a Marlboro leather bag. Both of these presentations are perfect opportunities to build customer relations in-market.

9) Contacts

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Manager, Operations
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Christine Merhige
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Kathy Hookana
Manager,
Convention Services

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2041002378

10) Contacts In-market

Race Market	Contact Name	Phone Number
Phoenix	Monty Faulk	(602) 967-5442
Long Beach	Talbert Bartholomew	(818) 792-2900
Indy	Kevin McCoy	(502) 425-1070
Milwaukee	Mark Redner	(414) 475-5811
Detroit	Tom Trotter	(313) 591-5500
Portland	Ben Nechanicki	(206) 573-3609
Cleveland	Charlie Miller	(216) 234-7777
Brooklyn	Tom Trotter	(313) 591-5500
Loudon	Stephen Tardiff	(508) 543-8300
Elkhart Lake	Dave Casebolt	(414) 475-5811
Lexington	Charlie Miller	(414) 475-5811
Nazareth	Lisa Kelcy	(215) 647-7690
Monterey	Matt Miller	(510) 463-2702

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L. DeMaio	M. Meurer
S. Fisher	J. Mullen-Sampson
K. Harrington	P. Paoli
J. Henry	M. Pfeil
P. Inmann	S. Piskor
G. James	J. Pontarelli
S. Jannetta	B. Ray
J. Keighley	L. Riley
L. Kelcy	M. Salzman
G. Kendall	S. Sampson
R. King	J. Taylor
R. Kohl	J. Tusan
D. Kronschnabel	S. Vasquez
R. Kuchnicki	G. Walsh
D. Laufer	R. Wilhelm
R. Lawrence	T. Wilhelms
J. Lemperesπ	

2041002379

**Specific Event
Elements Memo**

2041002380

Specific Event Elements Memo

Procedure

- Written by the Program Administrator.
- Send to the Section Operations Manager (SOM) or designated Sales Force contact.
- Copies to:
 - Manager
 - Group Manager
 - Director

2041002381

PHILIP MORRIS USA

INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, NY 10017

To: Monty Faulk
From: Karen Howe *KH*
Subject: **VALVOLINE 200-APRIL 2-4, 1993**
PHOENIX, AZ

DATE: 2/26/93

The start date for our promotional activities in the Phoenix, AZ market is rapidly approaching. The following are key elements that you need to be aware of:

Gear Truck Program

We realize that the Gear Truck Program may not be ready in time to coincide with the Phoenix race. To compensate, we will provide the manpower necessary to execute five store sales preceding the race, each being four hours in duration. (Attachment B)

Please follow these guidelines when scheduling:

-Schedule the store sales in conjunction with the show car on these dates:

March 26, 27, April 1, 2, 3

-Only schedule at high volume accounts/during high traffic times.

-Five store sales, four hours in duration.

*** Please return to the NYO no later than March 10, Attention: Christine Merhige**

Show Car

When scheduling the store sales it is a requirement that the retailer runs a Marlboro special promotion in conjunction with the show car appearance.

Please complete the attached form to schedule the show car in your market. The form has been outlined with the specific dates available. Please schedule the show car up to forty hours per week, with a maximum of two locations daily. (Attachment A)

*** Please return to the NYO no later than March 10, Attention : Christine Merhige.**

2041002382

Materials

The following list of materials will be shipped to your attention for placement at retail and your hospitality area:

Pos #	Item Description	Quantity
<u>Retail Materials</u>		
68719	Retail Poster	1,000
68713	Welcome Race Fans Banner	100
8718	Pennant Rope	25
69684	Small neon sign	25
68625	Large neon sign	5
<u>Hospitality Materials</u>		
54307	Coffee Cup	500
54306	Drink Cup	500
54305	Bar Organizer	5
54298	Bar Napkins	500
54300	Table Napkins	500
54301	Ashtrays	36
54310	Stirrers	500
<u>VIP Gifts</u>		
54308	M RTP t-shirt	100
54314	M RTP cap	100
54374	Waist Pouch	100
68850	Souvenir Poster	100
68747	Duty Free Bags	200

Shipping Address: Attn: Monty Faulk
2465 South Industrial Park Drive
Suite #4
Tempe, AZ 85282
Mon.- Fri./8:30-5
(602) 829-9083

Pole Award Presentation

Saturday Presentation

On Saturday afternoon directly after qualifying; a representative of Marlboro Racing will present a check for \$10,000 to the winner of the pole position. The presentation will take place on or near the start-finish line.

Sunday Presentation

On Sunday prior to the start of the race, a representative of Marlboro Racing will present the official Marlboro Racing leather duffle bag to the Pole Winner. The presentation will take place on the starting grid following the driver introductions.

As in past year's, we will escort you and your guest to the presentation location.

Please work with the local Government Affairs office when determining which key customer or VIP shall make the presentations. I will need to know the name(s) of the individual no later than Friday of race weekend.

Customer Hospitality

A garage tour will be scheduled for your guests on Sunday morning. The exact time will not be available for a couple more weeks. Please ask your guests to arrive by 10:00am if they wish to attend the garage tour. I will notify you of the exact time as soon as it is available.

Marlboro product will be brought to your suite on both Saturday and Sunday morning.

In addition to the materials listed above, the following will be mailed to your office and the Government Affairs office:

<u>Item</u>	<u>Salesforce</u> <u>Quantity</u>	<u>Government Affairs</u> <u>Quantity</u>
Suite tickets	30	15
Parking passes	10	5
Ticket jackets	100	50
VIP credentials	100	50
Credential holder	100	50
Golf shirts	5	2

Bar Night Promotion

Dates: April 1-3

Time: 9pm-1am

Location: Phoenix Live
The Shops at Arizona Center
455 N. Third Street
Phoenix, AZ 85004-2187
(602) 252-2502

Please let me know if you would like to host a retailer party on Thursday night April 1.

Schedule of Indy Car activity

A detailed schedule of activities during the Valvoline 200 will be faxed to you as soon as it becomes available.

Contacts

Hotel: The Wigwam Resort
 Litchfield Park, AZ 85340
 PH (602) 935-3811
 FX (602) 935-3737

Cellular Phone #'s: Pete Twiddy (602) 390-7626 then (813) 566-6904
 Karen Howe (602) 309-7626 then (212) 273-1142

If I can be of any further assistance please give me a call at (212) 878-2266.

cc: B. Anderson
 S. Bradshaw
 I. Broeman
 E. Bruce
 K. Diamond
 P. Inmann

C. Merhige
E. Merlo
M. Meurer
S. Sampson
P. Twiddy
J. Taylor

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